

PRESS RELEASE

IMPERIAL CAT INTRODUCES **SCRATCH ‘N BITS**— A NEW LINE OF CAT SCRATCHERS DEVELOPED FOR USE IN ANIMAL SHELTERS.

Morrilton, AR – May 9, 2009 – Imperial Cat, a leading cat products manufacturer, is proud to introduce Scratch ‘n Bits, a new line of cat scratchers developed for use in animal shelters.

The idea for Scratch ‘n Bits originated following requests from several animal shelters that had contacted the company in search of a cat scratcher that would fit within the small space of a shelter cage. Imperial Cat accepted the challenge and began consulting with several animal welfare organizations. These organizations expressed a universal desire to enhance the lives of cats awaiting new homes, but cited budget constraints as the leading deterrent. They wanted a product that would alleviate stress within the cage, draw the attention of potential adopters, and prepare cats for a home environment.

Imperial Cat quickly realized that they already had the perfect solution. Their Scratch ‘n Shape product line of corrugated cardboard scratchers produced large quantities of scrap material that was being bundled for recycling. These pieces varied in size and shape, but after a few design modifications, the scrap was transformed into 100% scratch-able and super affordable Scratch ‘n Bits.

Scratch ‘n Bits are available in both horizontal and vertical styles in a wide range of sizes to accommodate a variety of shelter cages. Each scratcher is labeled with a cute “Adopt a Cat” sticker designed to attract the attention of potential adopters. The company intends for the shapes to be “adopted” along with the cat. They believe this will not only assist the cat in transitioning to its new home, but will also help prevent the cat from scratching its new owners’ furniture (a leading reason that cats are relinquished to shelters).

Prices start as low as 65 cents per unit, and the company has several case options that include free shipping. Additionally, non profits will continue to receive a 10% discount on regular wholesale items.

About Imperial Cat

Imperial Cat has been designing and manufacturing quality cat products since 1985. Their innovative scratchers are designed to keep cats’ claws honed, healthy, and off of their owners’ expensive home furnishings. Scratch n’ Bits are made in the USA from 30% recycled materials and are 100% recyclable. For more information, please contact Kristie Hamilton at 501-354-8466 or kristie@imperialcat.com.

